

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Date: 5/13/2011

GAIN Report Number: TH1062

Thailand

Post: Bangkok

Success Story for Co-Efforts

Report Categories:

Export Accomplishments - Events

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Report Highlights:

"TH1062" - An immediate sale of \$20,000 resulted from the combined work of the Northwest Cherry Board, Julie Lee & Associates, Lieu Marketing Associates, and FAS/Bangkok that arranged a business trip for Master Food Co., Ltd. Master Food buys products from local importers to supply to customers in retail and hotel business and the company would like to increase direct imports to reduce costs associated with third-party importers in Thailand.

General Information:

Master Food (Mr. Kasikit Phoungpinyo) is a distributor sourcing local and imported products to supply to customers in retail outlets, restaurants, and hotels. The company already imports fruits from Australia by air and looks for an opportunity to import from US to be able to compete price with already available importers in Thailand.

Mr. Phoungpinyo visited our office in April 2011 seeking products and suppliers information to import U.S. fruits, vegetables, and seafoods. Post arranged for him a visit with fresh fruits and vegetables growers on the west coast since he had a plan to attend the Boston Seafood Show on his own. Post worked with Ms. Pornthip Poolprasert (PT) of Northwest Cherry Board (representative office in Thailand), Ms. Julie Lee (representative office for Barton and Sons Inc.), and Ms. Chuah Siew Keat (representative of Food Export Northeast) to help arranging a few appointments with U.S. suppliers including W.R. International for cherries, strawberries, vegetables, and apples.

After returning to Thailand, Mr. Phoungpinyo ordered two initial airfreight shipments from W.R. International that arrived Bangkok on May 9, 2011, consisting of cherries and vegetables (\$10,000 approx) and strawberries (\$10,000 approx). Strawberries will continue to be shipped weekly. Post is now assisting him in locating a U.S. supplier for Angus strip loin and rib eye for his restaurant clientele.

Post notes that co-efforts like this between trade promotional group and FAS Office are very valuable in assisting buyers. Without this cooperation the success described here would have been impossible.